

Professional and Managerial Branch
Miscellaneous Professional Group
Public Affairs Series

POLICE PUBLIC INFORMATION OFFICER

01/05 (LBT)

General Purpose

Under general direction, establish, maintain, and promote a positive department image through development and implementation of a Public Information Program for the Police Department.

Typical Duties:

Plan, develop and implement public information and community outreach programs for the Police Department. Involves: Work with executive staff to develop and implement policies and strategies related to internal and external communications, public relations, marketing, community relations, and public information. Administer a community survey program to continually monitor and identify issues, problems, and progress made with the general public. Supervise and direct the activities of the media relations detail and manage effective relationships with all news media. Write management reports from analysis of research or investigation. Represent the department in various dealings with the public or other agencies. Communicate with and advises other departmental staff on service requests, problems, or issues related to area of responsibility. Demonstrate continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly to provide quality seamless customer service.

Manage and respond to news media and customer inquiries, comments and complaints. Involves: Act as department spokesperson. Serve as liaison between department staff and the media. Coordinate media coverage of special events. Provide requested information as appropriate and in accordance with Freedom of Information protocols. Research, resolve and respond to customer complaints. Serve as spokesperson for department in cooperation with department head. Prepare and deliver presentations to a variety of groups. Coordinate department events such as promotions. Develop and manage a department speakers bureau to provide knowledgeable speakers to interested community groups.

Compose, develop and distribute public announcements. Involves: Prepare and distribute news releases, brochures and other promotional materials. Compose radio and television presentations. Respond to public complaints. Oversee the design and layout of in-house and outsourced promotional, instructional and advertising materials, including graphics and signage. Develop website material. Write speeches, special reports and letters. Organize and maintain archives and reference materials. Supervise and direct the activities of the public information staff and video services unit, including the production of videos and written and visual material.

Supervise assigned personnel and manage outreach budget. Involves: Schedule, assign, set standards for and review work. Appraise employee performance. Provide for training and development. Enforce personnel rules and regulations and work behavior standards firmly and impartially. Prepare operating budget and exercises management control over expenditures. Develop bid specification criteria for contract programs.

Knowledge, Skills, and Abilities

- Considerable knowledge of principles and practices of marketing, public relations, communication, customer and media relations.
- Considerable knowledge of correct English usage, grammar, spelling, punctuation and vocabulary.
- Good knowledge of laws pertaining to the release of criminal justice information.
- Good knowledge of promotional material development and presentation techniques.
- Good knowledge of public news media management techniques.
- Good knowledge of computers and business software related to marketing and public outreach.
- Some knowledge of supervisory techniques.

- Some knowledge of pertinent Texas freedom of information laws.
- Some knowledge of budget development and control practices and procedures.
- Ability to plan, prepare and implement public outreach and marketing strategies.
- Ability to comprehend and make inferences from written material.
- Ability to provide clear and concise oral and written communication to prepare and present marketing and promotional programs.
- Ability to establish and maintain effective working relationships with co-workers, officials, news media, customers and the general public.

Other Job Characteristics

- Frequent driving through City traffic.
- Regular callback after scheduled work hours.

Minimum Qualifications

Education and Experience: Equivalent to a combination of a Bachelor's degree in business administration, marketing, public relations, journalism, communications, social/behavioral science or related field, and four (4) years professional public information, marketing or customer relations program experience.

Licenses and Certificates: Texas Class "C" Driver's License or equivalent from another state.

Human Resources Director

Department Head